



WWAY-TV, LLC  
615 North Front Street  
Wilmington, NC 28401

Great American Media  
3050 K ST NW  
Suite 100  
Washington, DC 20007

## Contract # 162180

**Schedule Dates** 10/18/16-10/24/16  
**Advertiser** DSCC-IE (12758)  
**Agency** Great American Media (1314)  
**Product** Pol - Political Issue (1081)  
**Brand** Political Issue (45927)  
**Salesperson** Millennium - Washington, - (1010)  
**Sales Office** Millennium - Washington  
**Buyer Name** Thomas, Pino,  
**Phone/Fax** /  
**CPE** 49/53/5594  
**Account Types** National/Political-Issue  
**Billing Type** Standard  
**Comments** NEW POLITICAL ORDER - PLS CF - THANKS

**Date Entered** 10/11/16  
**Last Modified** 10/11/16  
**Entered By** Gary O'Halloran  
**CO-OP** No  
**Headline #** ECR25328431  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,125.00  
**Net Total** \$6,375.00  
**Sales Tax**

**WWAY (WWAY)**  
**By Broadcast Month**  

Month	Spots	Rate
Oct. 2016	38	\$7,500.00
<b>Grand Total:</b>	<b>38</b>	<b>\$7,500.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/18/16-10/21/16	3	:30	7A- 8A (EST)	4		1	1	1	1			4	\$240.00	\$960.00	WWAY (WWAY)	Good Morning America	10/11/16
2.0	Normal Line / SPOT	10/18/16-10/21/16	3	:30	8A- 9A (EST)	5		X	X	X	X			5	\$240.00	\$1,200.00	WWAY (WWAY)	Good Morning America	10/11/16
3.0	Normal Line / SPOT	10/22/16-10/22/16	2	:30	8A- 9A (EST)	1						X		1	\$120.00	\$120.00	WWAY (WWAY)	GMA-Saturday	10/11/16
4.0	Normal Line / SPOT	10/23/16-10/23/16	2	:30	8A- 9A (EST)	1							X	1	\$120.00	\$120.00	WWAY (WWAY)	GMA-Sunday	10/11/16
5.0	Normal Line / SPOT	10/23/16-10/23/16	2	:30	9A- 10A (EST)	1							X	1	\$80.00	\$80.00	WWAY (WWAY)	This Week	10/11/16
6.0	Normal Line / SPOT	10/18/16-10/21/16	3	:30	10A- 11A (EST)	3		X	X	X	X			3	\$40.00	\$120.00	WWAY (WWAY)	The Real	10/11/16
7.0	Normal Line / SPOT	10/18/16-10/21/16	3	:30	4P- 5P (EST)	3		X	X	X	X			3	\$180.00	\$540.00	WWAY (WWAY)	Judge Judy	10/11/16
8.0	Normal Line / SPOT	10/18/16-10/21/16	3	:30	5P- 5:30P (EST)	3		X	X	X	X			3	\$150.00	\$450.00	WWAY (WWAY)	Early News Channel 3	10/11/16
9.0	Normal Line / SPOT	10/18/16-10/21/16	3	:30	5:30P- 6P (EST)	3		X	X	X	X			3	\$150.00	\$450.00	WWAY (WWAY)	News Channel 3 at 530p	10/11/16
10.0	Normal Line / SPOT	10/18/16-10/21/16	3	:30	6P- 6:30P (EST)	3		X	X	X	X			3	\$200.00	\$600.00	WWAY (WWAY)	News Channel 3 at 6p	10/11/16
11.0	Normal Line / SPOT	10/18/16-10/21/16	3	:30	6:30P- 7P (EST)	3		X	X	X	X			3	\$180.00	\$540.00	WWAY (WWAY)	World News Tonight	10/11/16
12.0	Normal Line / SPOT	10/18/16-10/21/16	3	:30	7P- 7:30P (EST)	1		X	X	X	X			1	\$150.00	\$150.00	WWAY (WWAY)	Entertainment Tonight	10/11/16
13.0	Normal Line / SPOT	10/24/16-10/24/16	2	:30	8P- 10P (EST)	1	X							1	\$900.00	\$900.00	WWAY (WWAY)	Dancing With the Stars-ABC	10/11/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WWAY does not discriminate in the sale of advertising time, and will reject any advertising with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser certifies it is not buying this time for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.



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**Sales Office** Millenium - Washington  
**Buyer Name** Thomas, Pino,  
**Phone/Fax** /  
**CPE** 49/53/5594  
**Account Types** National/Political-Issue  
**Billing Type** Standard  
**Comments** Issue  
NEW POLITICAL ORDER - PLS CF - THANKS

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**By Broadcast Month**  

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<b>Grand Total:</b>	<b>38</b>	<b>\$7,500.00</b>

## CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	10P- 11P (EST)	1					X			1	\$350.00	\$350.00	WWAY (WWAY)	20/20-ABC	10/11/16
15.0	Normal Line / SPOT	10/23/16-10/23/16	3	:30	9P- 10P (EST)	1						X		1	\$400.00	\$400.00	WWAY (WWAY)	Secrets and Lies-ABC	10/11/16
16.0	Normal Line / SPOT	10/18/16-10/21/16	3	:30	11P- 11:35P (EST)	2		X	X	X	X			2	\$120.00	\$240.00	WWAY (WWAY)	News Channel 3 at 11p	10/11/16
17.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	8A- 9A (EST)	1	X							1	\$240.00	\$240.00	WWAY (WWAY)	GMA	10/11/16
18.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	10A- 11A (EST)	1	X							1	\$40.00	\$40.00	WWAY (WWAY)	THE REAL	10/11/16

WWAY does not discriminate in the sale of advertising time, and will reject any advertising with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser certifies it is not buying this time for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25328431	<b>Changes as of:</b> 10/11/2016 at 12:59 PM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> 49/53/5594	<b>Flight:</b> 10/18/16 - 10/24/16	<b>Total \$:</b> \$7,500.00
<b>Agency:</b> Great American Media	<b>Advertiser:</b> DSCC IE	<b>Total Spots:</b> 38
GREAT AMERICAN MEDIA 3050 K ST NW	<b>Product:</b> Issue	<b>Total CPP:</b> \$0.00
SUITE 100	<b>Market:</b> Wilmington, NC	
WASHINGTON DC	<b>Office:</b> WASHINGTON	
20007		

<b>Agency Order #:</b> 5467192	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b>
<b>Buyer:</b> Pino, Thomas	<b>Con Type:</b> POLITICAL/VOTE	<b>Separation:</b>
<b>Salesperson:</b> CHRISTIAN CAMBEIRO	<b>Assistant:</b> CHRISTIAN CAMBEIRO	
202-955-5342	202-955-5342	

Comments: NEW POLITICAL ORDER - PLS CF - THANKS

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/18	10/18	Total Spots	Total \$	CPP	GRP
1	Tu-F 7a-8a		Good Morning America	\$240.00	0	30	4		4	\$960.00	\$0.00	0.0
Changes: Day/Time from Tu-F 7a-8a to Tu-F 7a-8a												
REV-2	Tu-F 8a-9a		Good Morning America	\$240.00	0	30	6	5	5	\$1,200.00	\$0.00	0.0
Changes: Day/Time from Tu-F 8a-9a to Tu-F 8a-9a												
3	Sa 8a-9a		GMA-Saturday	\$120.00	0	30	1		1	\$120.00	\$0.00	0.0
4	Su 8a-9a		GMA-Sunday	\$120.00	0	30	1		1	\$120.00	\$0.00	0.0
5	Su 9a-10a		This Week	\$80.00	0	30	1		1	\$80.00	\$0.00	0.0
REV-6	Tu-F 10a-11a		The Real	\$40.00	0	30	4	3	3	\$120.00	\$0.00	0.0
Changes: Day/Time from Tu-F 10a-11a to Tu-F 10a-11a												
7	Tu-F 4p-5p		Judge Judy	\$180.00	0	30	3		3	\$540.00	\$0.00	0.0
Changes: Day/Time from Tu-F 4p-5p to Tu-F 4p-5p												
8	Tu-F 5p-5:30p		Early News Channel 3	\$150.00	0	30	3		3	\$450.00	\$0.00	0.0
Changes: Day/Time from Tu-F 5p-5:30p to Tu-F 5p-5:30p												
9	Tu-F 5:30p-6p		News Channel 3 at 530p	\$150.00	0	30	3		3	\$450.00	\$0.00	0.0
Changes: Day/Time from Tu-F 5:30p-6p to Tu-F 5:30p-6p												
10	Tu-F 6p-6:30p		News Channel 3 at 6p	\$200.00	0	30	3		3	\$600.00	\$0.00	0.0
Changes: Day/Time from Tu-F 6p-6:30p to Tu-F 6p-6:30p												
11	Tu-F 6:30p-7p		World News Tonight	\$180.00	0	30	3		3	\$540.00	\$0.00	0.0
Changes: Day/Time from Tu-F 6:30p-7p to Tu-F 6:30p-7p												
12	Tu-F 7p-7:30p		Entertainment Tonight	\$150.00	0	30	1		1	\$150.00	\$0.00	0.0
Changes: Day/Time from Tu-F 7p-7:30p to Tu-F 7p-7:30p												
13	M 8p-10p		Dancing With the Stars-ABC	\$900.00	0	30	1		1	\$900.00	\$0.00	0.0
14	F 10p-11p		20/20-ABC	\$350.00	0	30	1		1	\$350.00	\$0.00	0.0

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125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25328431	<b>Changes as of:</b> 10/11/2016 at 12:59 PM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> 49/53/5594	<b>Flight:</b> 10/18/16 - 10/24/16	<b>Total \$:</b> \$7,500.00
<b>Agency:</b> Great American Media	<b>Advertiser:</b> DSCC IE	<b>Total Spots:</b> 38
GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007	<b>Product:</b> Issue	<b>Total CPP:</b> \$0.00
<b>Agency Order #:</b> 5467192	<b>Station:</b> WWAY	
<b>Buyer:</b> Pino, Thomas	<b>Market:</b> Wilmington, NC	
<b>Salesperson:</b> CHRISTIAN CAMBEIRO	<b>Office:</b> WASHINGTON	
202-955-5342		
<b>Primary Demo:</b> Adults 35+	<b>Con Type:</b> POLITICAL/VOTE	<b>Total GRP:</b>
<b>Assistant:</b> CHRISTIAN CAMBEIRO	202-955-5342	<b>Separation:</b>

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/18	10/18 - 10/18	Total Spots	Total \$	CPP	GRP
15	Su 9p-10p		Secrets and Lies-ABC	\$400.00	0	30	1		1	\$400.00	\$0.00	0.0
16	Tu-F 11p-11:35p		News Channel 3 at 11p	\$120.00	0	30	2		2	\$240.00	\$0.00	0.0
Changes: Day/Time from Tu-F M 11p-11:35p to Tu-F 11p-11:35p												
REV+ 17	M 8a-9a		GMA	\$240.00	0.0	30	0	1	1	\$240.00	\$0.00	0.0
REV+ 18	M 10a-11a		THE REAL	\$40.00	0.0	30	0	1	1	\$40.00	\$0.00	0.0
<b>TOTALS:</b> 38									38	\$7,500.00	\$0.00	0.0



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<b>Contract #</b> 25328431	<b>Changes as of:</b> 10/11/2016 at 12:59 PM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> 49/53/5594	<b>Flight:</b> 10/18/16 - 10/24/16	<b>Total \$:</b> \$7,500.00
<b>Agency:</b> Great American Media	<b>Advertiser:</b> DSCC IE	<b>Total Spots:</b> 38
<b>GREAT AMERICAN MEDIA</b> 3050 K ST NW SUITE 100 WASHINGTON DC 20007	<b>Product:</b> issue	<b>Total CPP:</b> \$0.00
<b>Station:</b> WWAY	<b>Market:</b> Wilmington, NC	
<b>Office:</b> WASHINGTON		

<b>Agency Order #:</b> 5467192	<b>Buyer:</b> Pino, Thomas	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b>
<b>Salesperson:</b> CHRISTIAN CAMBEIRO	<b>202-955-5342</b>	<b>Con Type:</b> POLITICAL/VOTE	<b>Separation:</b>
		<b>Assistant:</b> CHRISTIAN CAMBEIRO	
		<b>202-955-5342</b>	

**Special Instructions**

Date/Time	Added by	Comment
10/11/16 12:59 PM	CHRISTIAN CAMBEIRO	NEW POLITICAL ORDER - PLS CF - THANKS
10/11/16 12:59 PM	CHRISTIAN CAMBEIRO	NEW POLITICAL ORDER - PLS CF - THANKS

Competitive Information			
Market Budget:	\$34,091		
WWAY Share:	22%		
Comment:	ACC		
WECT:	64%		
WILM:	6%		
WSFX:	8%		

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	38	\$7,500.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	38	\$7,500.00
<b>Total</b>	<b>38</b>	<b>\$7,500.00</b>

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Queued for Electronic Contracting	10/11/16 1:02 PM				
				\$0	\$0
Revision	10/11/16 12:59 PM	CHRISTIAN CAMBEIRO	Revised		
New	10/11/16 12:51 PM	CHRISTIAN CAMBEIRO	New	38	
				\$7,500.00	\$7,500.00

**Non-Discrimination Policy** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER. KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.